

Digital Marketing Strategy | Program Schedule

Monday

Breakfast

Class Intros

- Class format
- Overview of digital strategy

DMS Overview

- Personas + journeys
- Exercise: Starter frameworks

Lunch

Digital Strategies

- Examples for digital + social media
- Discussion: Strategies vs tactics

Team Time

- Intros
- Determine which business will present

Welcome Reception

Tuesday

Breakfast

SEM

- Role in digital strategy
- Micro-moments

Content + DMS

- Case discussion
- The role of content in your digital strategy

Lunch

Team Time

- Content assessment
- Journey and persona work

Tour of Harvard Yard

Wednesday

Breakfast

Digital Advertising

- Display + search
- Social + digital media

Data Strategy: The Beginning

- Why data is critical to businesses today
- Data vs analytics

Lunch

Future without Cookies

- Impact on digital advertising + search
- Walled gardens

Personalization + Measurement

- Exercise

Thursday

Breakfast

Influencer Marketing

- Overview
- Pros + Cons

Sephora Case Study

- Power of influencers within communities

Lunch

Social Fails

- Prepping for crisis
- Mitigating risk

Team Time

- Review plans
- Presentation prep

Friday

Breakfast

Digital Transformation

- Dominos case study

Team Time / Break

Presentations

- Team 1
- Team 2
- Team 3

Lunch

Presentations

- Team 4
- Team 5
- Team 6

Class Recap

- Key takeaways
- What's next?

Program Wrap-Up

- Evaluation + Certificates